

2004 CORPORATE EVENT SPONSORSHIP BOOK



Photo by Marcus Photography

THE CITY OF HARRISBURG
STEPHEN R. REED, MAYOR
HARRISBURG CITY COUNCIL

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SPECIAL EVENTS

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Stephen R. Reed, Mayor

Harrisburg City Council

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Levitt Pavilion for the Performing Arts



OFFICE OF THE MAYOR

REVEREND DR. MARTIN LUTHER KING, JR.
CITY GOVERNMENT CENTER
HARRISBURG, PENNSYLVANIA 17101-1678



Dear Business Leader:

The City of Harrisburg today conducts the most extensive series of special events ever undertaken by any municipality in the history of Central Pennsylvania. People from throughout the whole region attend and benefit. The City's events and activities now draw over 2 million attendance each year, with most attendees being residents from throughout the midstate area, plus many attendees from regions beyond. And attendance continues to grow! Harrisburg's special events program has achieved national acclaim and recognition and is touted as a model for cities and others to follow across the country.

Our own region's news media gives major focus to Harrisburg's various activities, which range from the Kipona Celebration (over Labor Day Weekend) and the American MusicFest (over the July 4th holiday weekend) to the annual concerts at Italian Lake and at Levitt Pavilion in Reservoir Park. These events, however, are only the highlights, as the annual calendar now includes many other public activities, too. From live television coverage to special features in daily, weekly and specialty publications, Harrisburg's activities for families throughout the region now garner significant attention and attendance.

Each and every special event affords businesses and groups a major advertising, marketing and civic opportunity. The City's Special Events Office offers various packages and levels of event sponsorship which provide each sponsor with considerable exposure, positive recognition and market reach. When the public sees the result and the enjoyment of sponsor-provided activities, the sponsoring business receives the ultimate benefit.

In your marketing and advertising strategy, I urge that you consider being a sponsor of one or more of the special events held for the entire region in Harrisburg. It is therefore my pleasure to present to you this Special Events Corporate Partnership Packet, which identifies the various events for which sponsorship monies are being sought. The information contained herein provides specific event data and the various sponsorship cost levels.

Our Special Events Office is prepared to discuss these details with you. The Special Events Marketing Manager, and the Special Events Director, and all the staff in the Department of Parks and Recreation are ready and able to answer any questions you may have. The courtesy and consideration you may extend them are both solicited and appreciated.

These are exciting times for Harrisburg and the region, and we want you to be a part of what is yet to come!

With warmest regards, I am

Yours sincerely,

Stephen R. Reed
Mayor

2003 NEW YEAR'S EVE CELEBRATION

COUNTDOWN STAGE

\$15,000

The center of attention at the New Year's Eve Celebration, the Countdown Stage will be host to the evening's entertainment. The centerpiece of the NYE Celebration is certain to command attention from the media as well as the masses.

"FIRE IN THE SKY" FIREWORKS

\$15,000

The new year comes in with a bang with over 5000 pyrotechnical shells and effects taking center stage in Market Square. What can best be described as "intense beauty," this year's fireworks display will fill your visual field with firecolors right from mother natures rainbow.

CHILDREN'S ENTERTAINMENT

\$10,000

We have scouted the biggest and best events in the Northeast and have assembled some of the best Children's Theatre performers and Strolling Performers available. These Children's Theatre performers will keep even the most active children tuned to their wonderful stories of make-believe and fun. Our strolling minstrels, mimes and clowns take the show to you. Strolling Market Square for the evening, these talented show people will keep you and your family smiling and laughing!

ALL SPONSORS RECEIVE THE FOLLOWING:

- Sponsor name will be included in all news releases.
- Sponsor may display, distribute, or sell merchandise at the New Year's Eve Celebration. Items must be approved by the Special Events Director in advance. The sale or distribution of alcoholic beverages is prohibited.
- Sponsor may send a representative to attend the Mayor's Press Conference announcing the event.

New Year's Eve Celebration At-A-Glance

Date: December 31, 2003
9:00 p.m. to Midnight.

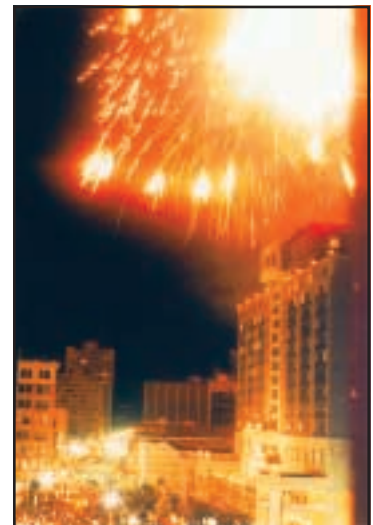
Place: Market Square,
Downtown Harrisburg

Audience: Males & Females
16 to 45 years
Young Families

Average Attendance:
20,000

Activities:
Music Concerts
Children's Activities
Strolling Performers
Ice Sculptures
Carriage Rides
Fireworks

Sponsorship Costs:
\$10,000 & \$15,000



*New Year's Eve Fireworks over
Market Square.*

MARTIN LUTHER KING JR. ESSAY COMPETITION

MLK Essay Competition At-A-Glance

Competition Dates

November 3, 2003

December 19, 2003

Awards Ceremony:

January 18, 2004

3:00 p.m. to 4:30 p.m.

Participating Schools:

Harrisburg School

District

Harrisburg Parochial
Schools

Grades 7 through 12

Sponsorship Cost:

\$5,000

The Martin Luther King Jr. Essay Competition, the area's premier academic event to commemorate the late civil rights leader, is open to all students in the City of Harrisburg in grades seven through twelve. It is designed to increase youth awareness of Dr. King's teachings and goals.

Entries are submitted voluntarily and the top three selected essays from each grade are awarded U.S. Savings Bond prizes. All entries are reviewed by a panel comprised of local elected officials, educators, and community leaders. All essay authors are then invited to a reception in their honor at the King Government Center.

PRESENTING SPONSORSHIP **\$5,000**

- Sponsor name will be included in all news releases.
- Sponsor may send a representative to present awards to essay winners during the awards ceremony.
- Sponsor logo will appear on all flyers, advertisements and competition announcements.
- Sponsor will receive one full page of advertising space in the Awards Reception Program.
- Sponsor name will appear on all plaques.
- Signage Rights at the Awards Program.

*Recent winners
of the Martin
Luther King Jr.
Essay
Competition.*



**Black History
Performing
Artist Showcase
At-A-Glance**

Date:

March 19
2 Performances

Place:

The Forum,
5th & Walnut Sts
Harrisburg

Attendance:

60,000+ television
audience
4,000 live audience

Sponsorships:

All levels of
sponsorship available.
Call (717) 233-7403
for information.

BLACK HISTORY SHOWCASE

The Black History Performing Artist Showcase debuted in 1999 and has become a “must-see” entertainment happening for the entire Capital City region. This one event brings together the best talent in grades 5-12 from Central Pennsylvania’s African American community to present an aspect of history from the black perspective/experience. The theme for 2004 is “Youth continuing the African American legacy.”

The goal of the Black History Showcase is to develop and sponsor community-oriented cultural and educational programs which promote and commemorate African American culture and heritage. The Showcase has become a signature production of the City of Harrisburg’s Black History Month Celebration of Unity. Recently, the Pennsylvania Recreation and Park Society recognized the City of Harrisburg’s Department of Parks & Recreation for Showcase as “the best cultural enrichment program in the Commonwealth of Pennsylvania.”

Event Sponsorship - Various Levels - call (717) 233-7403 for more information

Sponsor will be title sponsor. Sponsor will receive VIP seating at the event as well as additional complimentary tickets. Sponsor will be mentioned in all media outlets. Part of the Showcase event will be a Powerpoint Presentation including the sponsor’s name. Sponsor will receive full-page ad in program.



*Talented youth
perform on the
stage of the
Forum during
Showcase 2003.*

*Live audiences
of over 4,000 and
television
audiences of
over 60,000
enjoy Black
History Show-
case each year.*

EASTER EGG HUNT

East Egg Hunt At-A-Glance

Date/Time:

Saturday, April 3
(raindate April 10)
9:00 a.m. to 1:00
p.m.

Place:

Reservoir Park,
areas near
bandshell,
playground, picnic
pavilion, Mansion,
& Arts Colony

Average Attendance:
2,500+

Activities:

9 hunts
take-home treats
face painting
petting zoo
visits with Park C.
Squirrel (mascot of
Harrisburg Parks
Partnership) &
surprise guests
photos with Easter
Bunny
create take-home
gardens
prizes & contests
pony rides

The Harrisburg Parks & Recreation Department's Free Annual Spring Egg Hunt Extravaganza is the largest single-day event that the Recreation Bureau sponsors on an annual basis. The Extravaganza attracts over 2,000 people: 1,000 children, ages 10 and under, and 1,000 parents, staff, and volunteers. Activities each year include nine mini-egg hunts from 10:00 a.m. until 12:00 noon, treat bags, face painting, clowns, a petting zoo, special costumed characters including Park C. Squirrel, and photos with and visits from the Easter Bunny. Dee-jays from local radio stations broadcast live from the hunt and act as hosts for the event.

Event Sponsorship - \$5,000

Banners bearing sponsor name and/or logo will be displayed on site. T-shirts, caps, bags, and agendas used the day of the Hunt will also bear the sponsor's name/logo. Sponsor's name will be mentioned in all media promotions including news releases, radio spots, TV spots, and Recreation Calendar ads.



Left, A little egg hunter collects prizes on the Reservoir Park Playground



Right, Children Line Up Along Artist & Reservoir Drive Eagerly Awaiting the Start of the 2003 Egg Hunt Extravaganza

JUNIOR GOLF PROGRAM

Junior Golf Program At-A-Glance

Dates:

Year-round cycles
(10 weeks each)

Place:

Reservoir Park, area
golf courses &
driving ranges, &
miniature golf
courses

Average Attendance:

90+ youth attend
daily sessions
throughout the
summer; 50-60
participate in fall
and winter

Activities:

skill sessions, work-
shops, junior golf
league, participation
in Mayor's Annual
Golf Outing

A major goal realized this year is the creation of a Ladies Professional Golfers Association (LPGA) Girls Golf Program and the continuation of the Co-ed daily instruction for all levels in Reservoir Park. The daily instructional sessions for youth ages 8-16, from June to August, 8:30 a.m. to 12:00 noon, Monday through Friday in Reservoir Park, have continued to be the major vehicle to introduce the game of golf to beginners. However, the beginners operate at one level while the intermediates practice on a second level, and the advanced juniors are playing golf or visiting the ranges five times a week.

The second goal realized this year was evidenced in the development of the returning juniors in their skill level competitions. All of the participants competed in the local "Drive, Chip & Putt" contest sponsored by Comcast and the Golf Channel. At the conclusion of each summer program, 20 juniors play in the Mayor's Annual Golf Outing at the Dauphin Highlands Course. Also, a number of our juniors have paired with the Boys Club juniors to play golf on local courses once or twice a week throughout the summer. In addition, for the past four years, PGA US Open Champion Jim Furyk has returned to the Harrisburg area to lead a golf clinic for participants.

Highlights of the past year include free trips made by the juniors who are becoming focused, disciplined, courteous, and well-behaved golfers. All food, beverages, transportation, staff, apparel, and equipment are compliments of the Harrisburg Parks & Recreation Department, the Harrisburg Parks Partnership, and the United States Golf Association Foundation.

Program Sponsorship - \$10,000 per season.

Sponsor's name will appear in the program and on hats, shirts, banners, etc. Sponsor's name will also appear in all news releases including radio & TV spots, and in the Recreation Calendar. Sponsors receive recognition at the Mayor's Annual Golf Outing.



PGA Open Golf Champ Jim Furyk Leads Clinic



Summer 2003 Junior Golfers with Coaches

LEVITT PAVILION FOR THE PERFORMING ARTS

Levitt Pavilion for the Performing Arts Summer 2004 Cultural Arts Series At-A-Glance

Season Dates:

June 3 - August 28,
2004

Time:

7:00 p.m.

Location:

Historic Bandshell
in Reservoir Park

Audience:

All ages

Attendance :

35,000+ for season
400 average per
performance

Performances (partial list)

Gospel
Jazz
Rock
Blues
New Age
Salsa
Country
Motown
Reggae
Hip-Hop
Classical

Sponsorships:

Kids' Night:
\$750
Family Friday:
\$1,500
Stellar Saturday:
\$2,000

Phone

717.233.3608

Fax

717.233.4460

E-Mail

levittpavilion@cityofhbg.com

Music lovers of all ages will enjoy free concerts and cultural performances each Thursday through Sunday as well as special day-long festivals from June through August at Levitt Pavilion for the Performing Arts, the beautifully restored bandshell in historic Reservoir Park. After free Shakespeare in the Park during the first three weekends in June, Levitt Pavilion for the Performing Arts will provide free entertainment every Thursday (Kids' Night) - Friday (Family Friday) and Saturday (Stellar Saturday) - all performances starting at 7:00 p.m.

With music ranging from jazz to gospel to country to classical to reggae--and festivals including Jazz Under the Stars, LatinFest, and the return of Sunsplash--there's something for everyone. Come out early, bring a picnic dinner along with your blanket or lawn chair, and enjoy the beautiful setting of Reservoir Park before the concert. There are hundreds of free, convenient parking spots at the National Civil War Museum, just a few minutes' walk from the bandshell seating area, as well as Park Rangers on duty to assist with directions.

Sponsorships

Per Event:

Kids' Night - \$750
Family Friday - \$1,500
Stellar Saturday - \$2,000

Benefits

to Sponsor:

Name listed in all print publicity
Name listed on on-site signage
Direct contact with audience
Guest Emcee Spot - Up to 5 minutes microphone time at start
of sponsored performance
Name listed in annual report
Letter documenting gift for tax purposes



*Part of the
audience at
Levitt Pavilion
Summer 2003
Kids' Night
enjoying
a magic show.
In-kind
donations of
food and
merchandise
are great ways
to promote
your product
or service to
our audiences*



LEVITT PAVILION FOR THE PERFORMING ARTS *FESTIVAL & SPECIAL* *EVENT PARTNERS*

In addition to presenting at least three evenings a week of free live concerts and cultural performances throughout the summer, Levitt Pavilion for the Performing Arts is pleased to work with community partners to plan and implement special events and festivals. Special events and activities for 2004 include:

With the Harrisburg Shakespeare Festival

Free Shakespeare in the Park - June 4-19, 2004

With Ngozi, Inc. . . .

African Family Festival - Sunday, June 27, 2004

With the City of Harrisburg Department of Parks & Recreation

Black History Month Gala - Friday, February 6, 2004

Black History Showcase - Friday, March 19, 2004

Jazz Under the Stars Reception - Saturday, July 17, 2004

Jazz Under the Stars Concert - Saturday, July 17, 2004

Greater Harrisburg Reggae Sunsplash Festival -

Saturday, August 7, 2004

With local radio sponsor

Listener Appreciation Day - Sunday, July 24, 2004

With the greater Latino community

LatinFest - Sunday, August 22, 2004

To raise money to continue presenting free concerts in the park

"True Gold," a genuine oldies concert featuring

Charlie Thomas of the original Drifters and

the Charlie Thomas Drifters, Arlene Smith

of the original Chantels and the Arlene Smith

Chantels, and the all original Sheps -

Saturday, October 16, 2004

Sponsorships - Various opportunities & levels.

Please call (717) 233-3608 for more information

Benefits - may include but are not limited to:

Guest Emcee Spots

Banners & On-Site Signage

Complimentary Tickets to Receptions & Benefit Concerts

Program Book Ads

Inclusion in all print & electronic media

Reserved parking for special events

Acknowledgment of gift for tax purposes



Bassist Gerald Veasley & Pieces of a Dream performed for an audience of over 5,000 fans at Jazz Under the Stars 2003

In-kind gifts also appreciated - please call (717) 233-3608 for more information. Levitt Pavilion for the Performing Arts/The Mortimer Levitt Foundation of Harrisburg is a registered 501(c)(3) organization. Contributions are tax-deductible pursuant to current IRS regulations.



AMERICAN MUSICFEST

Dates: July 2 to July 5

Place: RiverFront Park
City Island

Average Attendance:
350,000 +

Activities:

Live Music from local,
Regional and National
Artists
Fireworks
Children's Activities
Crabfest
Strolling Performers
Karate Tournament

Sponsorship Costs:
\$ 500 to \$ 50,000



The Harrisburg American MusicFest is the state's largest Independence Weekend Music Festival. With new stages on Riverfront Park and City Island, music from local, regional, national, and international artists and performers will fill the weekend. Along with our expanded musical entertainment, we have the best selection of foods from around the world, and a new children's area featuring theatre, educational activities, arts & crafts, and children's rides. Our drive in movie, sporting events, and other family activities will also be around for everyone to enjoy. As always, the festival concludes with a Gala Fireworks extravaganza on Monday night, July 5.

SPONSORSHIP PRICE LIST

Finale Fireworks Sponsor \$50,000

Crabfest Sponsor \$20,000

Children's Village Sponsor \$20,000

Star Stage \$20,000

Star Stage Performances:

Daytime Shows \$600/ for two groups

Headliners \$5,000 per night

Festival Program Sponsor \$10,000

Preview Night Host \$10,000

Drive-In Movie \$10,000/night

Children's Theatre \$10,000

Strolling Performers \$10,000

Market Street Stage \$10,000

Daytime Shows \$600/for two groups

Headliners \$2,500 per night

Barge Concerts \$5,000

Daytime Shows \$500/ for

two groups

\$1,500 per night

Volleyball Tournament \$5,000

Cranberry Stage \$5,000

Evening Fireworks Sponsor \$5,000

Information Tent \$5,000

Baby Nursing Station \$5,000

First Aid Station \$5,000

Karate Tournament \$3,000

Information Kiosks \$3,000

Hilton Patio Performances \$3,000

Banner Sponsorship \$1,000

MusicFest Friends \$500



Mark Kormanick performs his blues at the Patriot-News Market Street Stage.

**PLUS!! Many More Sponsorships Available - Call for Information
See Page Seven for Sponsors Benefits**

SPONSOR BENEFITS

American MusicFest offers many ways to market yourself or your product to over 350,000 people. We can customize a sponsorship to fit your needs and budget. Call us today to see how we can make your business grow!*

- **Title Rights**
- **Category Exclusivity**
- **Multi-Year Partnership**
- **Campaigns**
- **Radio & TV Commercials**
- **On-site banners & signage**
- **Program Advertising**
- **Product Sampling**
- **Couponing**
- **On-site Display & Sales**
- **Face-to-Face Consumer Contact**
- **Client Hospitality**
- **Team Building**
- **Cross Promotions**
- **Mayoral Press Conference**

*Not all promotional avenues are available for all sponsorship ranges. Call for detailed information



Pentagon rocks 8,000 fans at the Citizens Bank Star Stage



Belco Community Credit Union signing up potential customers for a free drawing at their child friendly booth.



Festival guests sporting free Saturn rain slickers



National award-winning smooth Jazz artist Steve Oliver wows the huge crowd at the Patriot-News Market Street Stage.



Hit-maker Eddie Money plays his biggest hits at the Citizens Bank Star Stage for over 10,000 people.

**Summer
Enrichment
Program's
Romper Week
At-A-Glance**

Dates:

August 9-13

Place:

17 playgrounds, 2
pools & City Island
Beach

Time:

10:00 a.m. - 3:00
p.m. Monday-Friday

Attendance:

4,000 youth served
weekly

Activities:

Swimming, Golf,
Tennis, Track,
Basketball Leagues,
Computer Classes,
Field Trips, In-Line
Skating, Arts & Crafts

SUMMER ENRICHMENT PROGRAM'S CONCLUSION
ROMPER WEEK

The Harrisburg Department of Parks & Recreation's 2004 Summer Enrichment Program will consist of supervised activities at 17 playgrounds, including the provision of free lunches provided by the Harrisburg School District, two city pools for recreational swimming and Learn-to-Swim classes, and City Island Beach for recreational swimming. Other activities include arts & crafts, nutrition & fitness, aerobics, new games, social skills, computer classes, team sports, field trips, educational classes, in-line skating, special activity days, theme weeks, and many hours of fun. The Summer Enrichment Program will conclude with Romper Week, August 9-13, a special week of enhanced activities for all participants.

Romper Week Sponsorship - \$3,000

Sponsor will receive entitlement and be mentioned in all media outlets. There will be a banner bearing the sponsor's name and/or logo at Romper Week activities, and the sponsor will be recognized in the Harrisburg City Calendar.



*Literally Climbing the Wall
during Romper Week 2003*



*Physical
fitness and
group play
activities
during
Romper
Week.*

*Each week,
4,000 youth
participate in
the Summer
Enrichment
Program
which
culminates
with Romper
Week.*

ITALIAN LAKE CONCERT SERIES

Harrisburg's Italian Lake plays host to hundreds of music lovers every Sunday evening throughout July and August. This year, concert attendees can enjoy the beautiful setting of scenic Italian Lake while enjoying the relaxing sounds of chamber music, string quartets, brass ensembles, and other quality musicians. These concerts are enjoyed by people of all ages and economic backgrounds.

*View of the
Harrisburg
Concert Band
at the Italian
Lake Concert
Series.*



PRESENTING SPONSOR

\$10,000

- The Department of Parks and Recreation will have, at our expense, one 2' X 10' banner made bearing sponsor logo.
- Sponsor banner will be displayed at each concert.
- Sponsor may provide additional banners to be displayed during each concert.
- Sponsor logo will be included in all advertisements, flyers and posters.
- Sponsor name will be included in all news releases.
- Reserved Seating will be available at each show. The Events Marketing Manager must be made aware of the dates and the number of reserved seats required.
- Sponsor may display, distribute, or sell merchandise at Italian Lake during each concert. Items must be approved by the Special Events Director prior to each show. The sale or distribution of alcoholic beverages is prohibited at Italian Lake.

Italian Lake Concert Series At-A-Glance

Performance Dates:

Sundays, July 18, through
August 8 at 7:00 p.m.

Audience: M & F,

25 years +

Household Income:

\$40,000 +

Average Attendance:

1,000 per show

Musical Groups:

String Quartets

Brass Ensembles

Chamber Music

Big Band

Musical Selections:

Big Band/ Swing

Classical

Show Tunes

Marches

Sponsorship Costs:

\$10,000 or

\$2,500 each



Dates: September 3-6

Place: RiverFront
Park

City Island

Average Attendance:
350,000 +

Activities

Fireworks
Arts & Crafts
State Chili Cook-off
Live Music
Children's Village
State Volleyball
Tournament
Strolling Performers
National Karate
Tournament
National Canoe Races

Sponsorship Costs:
\$ 500 to \$ 35,000



An exciting weekend of activities for the whole family, it is no wonder that Harrisburg's Kipona Celebration is considered one of the top ten festivals in Pennsylvania. The Kipona Celebration features a variety of food, children's theatres, educational activities, arts & crafts, boat races, sporting events, concerts, bingo, and other family activities. One of the oldest waterfront festivals in the United States, Kipona plays host to the March of Dimes Rubber Duck Regatta, the Kipona canoe races, the Pennsylvania State Chili Cook-Off, the Funtastik's Footbag Tournament, the Breath of Nature Karate Tournament and its renowned Belco Fireworks display, the largest in Pennsylvania, on Sunday, September 5.

SPONSORSHIP PRICE LIST

| | |
|-------------------------------------|----------------------------------|
| Kipona Fireworks Sponsor \$40,000 | Kunkel Plaza Stage \$7,500 |
| | Kunkel Performances \$1,500 each |
| Children's Village Sponsor \$20,000 | |
| ARTFEST Sponsor \$20,000 | Kipona Canoe Races \$5,000 |
| Native American Pow-Wow \$10,000 | Volleyball Tournament \$5,000 |
| Festival Program Sponsor \$10,000 | Information Tent \$5,000 |
| Preview Night Host \$10,000 | Baby Nursing Station \$5,000 |
| Children's Theatre \$10,000 | First Aid Station \$5,000 |
| Strolling Performers \$10,000 | Karate Tournament \$3,000 |
| Barge Concert Stage \$7,500 | Information Kiosks \$3,000 |
| Barge Performances \$1,500 each | Banner Sponsorship \$1,000 |
| | Kipona Friends \$500 |



Photo by Marcus Photography

*Artist performing authentic
dances at the Native American
Pow-Wow.*

**PLUS!! Many More Sponsorships Available - Call for Information
See Page Seven for Sponsors Benefits**

SPONSOR BENEFITS

Kipona offers many ways to market yourself or your product to over 350,000 people. We can customize a sponsorship to fit your needs and budget. Call us today to see how we can make you business grow!*

- **Title Rights**
- **Category Exclusivity**
- **Multi-Year Partnership**
- **Campaigns**
- **Radio & TV Commercials**
- **On-site banners & signage**
- **Program Advertising**
- **Product Sampling**
- **Couponing**
- **On-site Display & Sales**
- **Face-to-Face Consumer Contact**
- **Client Hospitality**
- **Team Building**
- **Cross Promotions**
- **Mayoral Press Conference**

*Not all promotional avenues are available for all sponsorship ranges. Call for detailed information



Photo by Marcus Photography

This sun always shines at the PSECU Kipona Artfest

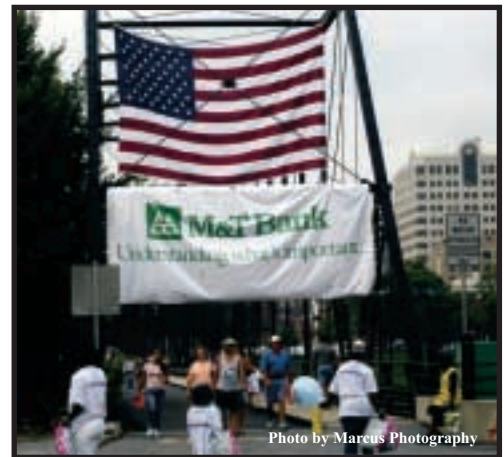


Photo by Marcus Photography

Giant M&T Bank Banner where everyone can see.



Photo by Marcus Photography

A few of Kipona's 350,000+ guests.



Photo by Marcus Photography

Native American Pow-Wow is educational and beautiful.

**Youth Fall
Soccer League
At-A-Glance**

Dates:

September 10 -
November 8

Place:

7th & Radnor Field

Attendance:

1,200+ youth

Activities:

Skill sessions, team/
league schedules, &
clinics

YOUTH FALL SOCCER LEAGUE

Since 1988, the Harrisburg Youth Soccer Club has been the exclusive provider of soccer programs for inner-city youth ages 5-12. Soccer programs, now organized year-round, include indoor, winter/spring instructional sessions, spring team/league schedules, summer clinics, and fall team/league schedules. Soccer participation figures for 2002-2003 total over 1,200. With many of the programs being free and only a minimal charge for league play, the Harrisburg Youth Soccer Club has been able to attract boys and girls from various ethnic and socio-economic groups in and around Harrisburg, making the Club an ideal melting pot for promoting socialization, group interaction, and motor skills.

Program Sponsorship - \$4,500 per season.

Sponsor's name will be printed on all soccer jerseys worn by players. Sponsor's name will be mentioned in all media outlets. A banner bearing the sponsor's name and logo will be displayed at the 7th & Radnor field during games.



City of Harrisburg Department of Parks & Recreation Youth Soccer League Players & Coaches

FISHING DERBY

Fishing Derby “Get Hooked on Fishing” At-A-Glance

Dates:

September 18-20

Time:

Registration:
8:30 a.m.

Derby:
9:00 a.m.

Place:

Jackson-Lick
Municipal Pool
1201 N 6th Street
Harrisburg

Average Attendance:

3,000

Activities:

Gift bags

Prizes including rod
& reel combos,
tackle boxes,
patches, coupons
from merchants, &
fishing information

Door prizes

“Tagged Fish”
special prizes

Concessions
available

Crazy Cast Contest

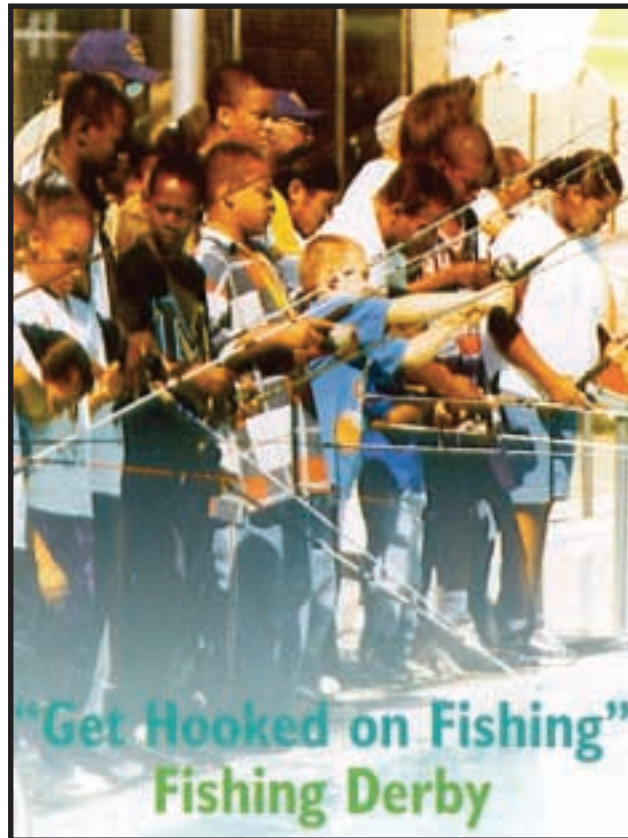
Arts & Crafts
Activities

The Department of Parks & Recreation will again hold its annual Fishing Derby with the theme of “Get Hooked on Fishing” for youth, senior citizens, and (by special arrangement) special needs residents of the City of Harrisburg and Dauphin County. The program is free and will be held September 18-20 at the Jackson-Lick Municipal Pool, which will be filled with 1100 Hybrid Striped Bass. Registration for the Fishing Derby begins at 8:30 a.m. and the Derby itself begins at 9:00 a.m.

The program is structured so that a family member or volunteer mentor will accompany all participants. Mentors will be available to help bait hooks and give lessons for those just learning to fish. Equipment will also be provided for those participants who do not have their own.

Event Sponsorship - \$5,000.

Banners bearing the sponsor’s name will be displayed on-site. The sponsor will be included in all advertising leading up to and during the event. Sponsors’ names will also be placed on the special “prize fish,” and the sponsor will receive a picture of the winner.



HARRISBURG HOLIDAY PARADE

Harrisburg Holiday Parade at a glance

Date: November 20

Place: Downtown
Harrisburg

Average Attendance:
300,000 +
including TV
audience

Features:
Giant Balloons
Floats
Community Groups
Marching Bands

Sponsorship Costs:
\$500 to \$ 5,000

The Harrisburg Holiday Parade is the largest annual parade in Central Pennsylvania. Each year thousands of spectators visit downtown Harrisburg to watch the parade in person, and thousands more enjoy the parade on television. The Harrisburg Holiday Parade features more than a dozen bands, several giant helium balloons, and a variety of specialty units and floats. Sponsors may participate in the parade by sponsoring a balloon, a band, an inflatable costume, prize money or by entering a float. This family-oriented event provides excellent on-site and television exposure. The Harrisburg Holiday Parade is televised live by WHP-TV 21.

GIANT HELIUM BALLOONS

\$7,500

- Sponsor may send a representative to attend the Mayor's Press Conference announcing the parade.
- The Department of Parks and Recreation will have made, at our own expense, a banner bearing the sponsor name. Banner will be carried by sponsor employees in front of the sponsored balloon.
- Sponsor name will be displayed on television as sponsor balloon is on screen.
- Sponsor will provide handlers for their balloon.

PRIZE MONEY

\$5,000

- Sponsor will be interviewed live prior to the parade on WHP TV-21.
- Sponsor may send a representative to attend the Mayor's Press Conference announcing the parade.
- Sponsor name will be listed on all parade trophies.
- Sponsor may send a representative to join Mayor Reed in presenting awards to parade winners.
- Sponsor may send a representative to serve as one of the parade judges.

BAND SPONSORSHIP
\$500

- Sponsor name will be displayed on television as sponsor band is on screen.

ALL SPONSORS RECEIVE:

- Sponsor name will be included in all news releases.
- Sponsor name will be listed on television in the closing credits.
- Reserved seating will be available at the judges review stand upon request. The Special Events Director must be made aware of the number of seats requested prior to the day of the parade.
- Sponsor name and brief promo will be mentioned in the aired parade script.



Over 100 parade units participate in Harrisburg's Largest Parade. Here is a group depicting a scene of the First Thanksgiving.



All the way from the North Pole, Frosty the Snowman makes his annual visit to Downtown Harrisburg.



Regional Marching Bands compete for trophies, and prize money at the Harrisburg Holiday Parade

Visit Us Today!



Photo by Marcus Photography

www.HarrisburgEvents.com
www.AmericanMusicFest.org
www.HarrisburgPA.gov



In-kind gifts also appreciated - please call (717) 255-3034 for more information. City of Harrisburg Special Events Office is registered with the state Bureau of Charitable Organizations. Contributions are tax-deductible pursuant to current IRS regulations.

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